

Strategies for Successful Planning, Evaluation and Survey Design

2004 Alaska Public Health Training Institute
Anchorage, Alaska

FACILITORS:

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Participants will be given the framework to **plan and evaluate** the effectiveness of the programs they manage. The course will cover the importance of using effective data collection including **surveys, key informant interviews, focus groups, and observation to measure program process and outcomes**. A variety of practice tools will be provided and can be taken back into the Alaska work environment for on-going program **improvements**.

Overall Course Objective: Upon completion of the 2 1/2 day course participants will be able to:

1. Describe the role of program evaluation in public health.
2. Design an effective program evaluation plan.
3. Describe approaches to and applications of data collection and data analysis.
4. Access and use existing data sources on the Internet.
5. Critically search and evaluate scientific literature.